

Macworld

For immediate release

IDG's *Macworld* Wins the Gold Folio Award for Best Technology/Computing Magazine
Macworld also Honored with Silver for Best use of Illustration

SAN FRANCISCO, CA — November 4, 2005—IDG's *Macworld*, the premier Macintosh magazine, was named the best consumer technology/computing magazine in the country by the 2005 Folio Awards. The Gold Eddie Award for superior editorial excellence was accepted by *Macworld*'s Editorial Director, Jason Snell at the 2005 Folio Awards Gala Tuesday evening in New York City, held in conjunction with the annual Folio: Show magazine conference.

“To be named as the best technology magazine in the country is a validation to all the editors of *Macworld* who work so hard to bring an excellent magazine to life every month,” Snell said.

“Mac users are a remarkably demanding audience, with unrelentingly high standards, and they constantly push us to be a better magazine. After 20 years of giving out our own Eddy Awards for the best Mac products, it's a great feeling to know what it's like to win an Eddie!”

Separate Folio awards were given for editorial excellence (Eddies) and for magazine design (Ozzies). In addition to the Gold Eddie award for best consumer technology/computing magazine, *Macworld* was presented with the Silver Ozzie for best use of illustration in any consumer magazine with a circulation above 250,000.

“Winning an award for illustration is the icing on the cake,” Snell said. “At *Macworld*, the credit for this award goes to our art director Rob Schultz, who has done great work in his first year at the magazine.”

The Folio Awards Competition recognizes the hard work and commitment of magazine editors and designers. The Eddies competition is unique in that magazines are evaluated against their own mission statements, rather than the competition. Entrants are judged on how well they fulfill their mission statements, the quality of their content and how the overall design and production supports their mission. Macworld's mission is to provide comprehensive coverage of the most innovative and exciting new products developed for the Apple Macintosh computer platform; every month, Macworld's respected experts produce in-depth product reviews, objective lab-based comparisons, compelling features, and practical how-to articles to keep both the professional and expert Mac users up to date and productive with the latest technology.

About Mac Publishing LLC

Mac Publishing, LLC publishes the world's leading independent Macintosh publication and Web sites. Every month the award-winning *Macworld* magazine reaches 1.2 million Macintosh professionals and enthusiasts while the Mac Publishing Web presence garners an average of over 1.6 million unique visitors. The Mac Publishing sites include: Macworld.com, PlaylistMag.com, MacOSXHints.com, and JavaWorld.com.

Headquartered in San Francisco, Mac Publishing, LLC is a subsidiary of International Data Group (IDG), the world's leading technology media, research, and event company.

More information on Mac Publishing, LLC and IDG can be found on the Internet at www.macworld.com and www.idg.com.

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Media Contact:
Kasey Galang
(415) 243-3642
kgalang@macworld.com